

extra

PHILIP MORRIS INCORPORATED
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To: . Dr. R. M. Ikeda Date: November 8, 1968
From: . J. E. Wickham
Subject: . Comparison of Third Market Survey of FTC, TITL, and Philip
Morris Data

In general, the FTC tar values published by the Federal Trade Commission (FTC) and the Tobacco Institute Testing Laboratory (TITL) are higher (approximately 1 mg) than the data generated and published in the Philip Morris C.I. Report. The nicotine data in all three of the above mentioned laboratories compare very well (see attached graphs).

It must be noted that there are several reasons for the differences in FTC tar deliveries between FTC and TITL versus Philip Morris. A common sample obtained by Western Union from retail outlets is split between FTC and TITL. Philip Morris' sample is obtained from wholesale jobbers. Twenty-four (24) brands are smoked by the FTC and TITL to shorter butt lengths than the samples utilized by Philip Morris. This could definitely relate to the higher FTC tar values that are reported by the FTC and TITL.

Recent data on the RJR Monitor in the Philip Morris laboratory yielded a level of 20.0 mg FTC tar, whereas, comparable data from TITL on the same sample yielded 20.3 mg/cigt of FTC tar.

The difference between the laboratories must be related more to sampling differences and amount of tobacco smoked (different butt lengths) than to level differences in smoking.

JEW:rab

cc: H. Wakeham
F. E. Resnik
R. S. Seligman

JEW

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